

Subject: This week from CCA (CCA Delivers - May 18, 2017)
From: "Central City Association" <jdanganan@ccala.org>
Date: 05/18/2017 05:26 PM
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[Image](#)

May 18, 2017
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- CCA Executive- and Pemier-level members meet Senate President Pro Tempore Kevin de León
- Housing, Land Use & Development Committee
- L.A. Parking Policy Reform Conference at City Hall

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CCA EVENTS

Thursday, June 15

11 a.m. - 1:30 p.m.

HOUSING PANEL & SHOWCASE: DENSITY IS OUR DESTINY

Omni Los Angeles Hotel

Wednesday, June 21

5:30 - 7:30 p.m.

MEMBERS SOIREE HONORING CALVIN HOLLIS AND MARIE SULLIVAN, METRO

Sheraton Grand

MEMBER EVENTS

May 20, 24 and 31

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Wednesday, May 31

8:30 - 10 a.m.

DTLA 2030 COMMITTEE

(Open to Executive and Business Advocacy
Level Members Only)

Topics: Park 101, Park Fee Update

Special Guests: Cecilia Estolano, ELP Advisors;
Elizabeth Peterson, EPGLA; Darryl Ford,
Department of Recreation and Parks

Senator Kevin de Leon addresses CCA
Executive- and Premier-level members;
Housing, Land Use & Development
Committee; L.A. Parking Policy Reform
at City Hall

*Senate President Pro Tempore Kevin de León; Jessica
Lall, CCA; George Yu, Chinatown Business
Improvement District*

CCA Executive- and Premier-level members meet Senate President Pro Tempore Kevin de León

Last night at the newly renovated **Los
Angeles State Historic Park**, CCA and
the **Chinatown Business**

Improvement District co-hosted a
meet & greet with **Senate President
Pro Tempore Kevin de León** for our
Executive- and Premier-level members.
Senator de León thanked CCA and its
members for being on the forefront of
Downtown issues and raising the City
Center to new heights. He also
reminded the group that our work at the

city level advances his work at the state level, and now more than ever, we need to work together to push our state to address issues of homelessness, mental health, and housing affordability. "We are the Golden State, the 6th largest economy in the world. We are the most ambitious laboratory for progressive policies where people of all races, religions and backgrounds can live safely, access good schools and celebrate who we are," Senator de León said.

Superintendent Sean Woods, California State Parks, Los Angeles Sector, also joined us and spoke about the re-opening of the Los Angeles State Historic Park. He thanked Senator de León for helping to make the renovation happen and marveled at the park as a testament to the grassroots efforts of Chinatown residents and the Chinatown Yards Alliance.

CCA thanks **Senator Kevin de León** and **Superintendent Sean Woods** for joining us, and the **Chinatown Business Improvement District** for co-hosting.

Housing, Land Use and Development

Committee

At this week's Housing, Land Use and Development Committee, we received an update from Hazens Group about their development project on 1020 S. Figueroa Street. CCA members also learned about Our LA 2040 from City Planning and Building Forward LA, an initiative being led by the Office of Mayor Eric Garcetti.

In response to feedback on their Environmental Impact Report and other community input, **Hazens Group** has decided to move forward with two towers. There will be a 340-foot, 300-key hotel room tower and another 540-foot residential tower with 435 condominiums. The project will also contain three public plazas facing Figueroa, Olympic and 11th Streets. Under the new project configuration, the number of hotel rooms remains the same and the project was able to add an approximately 14,000 square-foot ball room to support large events including conventions. [CCA reaffirmed our strong support for this project](#) and encouraged members to attend its public hearing on May 24 at 9:30 a.m. To review the project presentation, [please click here](#).

[Our LA 2040 is an effort by City](#)

[Planning](#) to update the citywide General Plan elements that have not been updated in many years. City Planning will be working on the following elements: land use and economy, community assets, open space, water, resilience, and conservation, and expects to be completed by 2020. The General Plan is intended to be the guiding document for growth across the City and should complement the community plans. City Planning will be returning to CCA on a regular basis to discuss Our LA 2040 and is convening working groups on each of the elements. CCA members discussed different ideas for the update including tiered levels of site plan review for different areas, the need to focus on fine-grain urban landscapes, meeting the demand for schools, and encouraging housing production at all income levels in Downtown, while also requiring other parts of the City to contribute their fair share. We also discussed that Downtown is the one place in the City where growth is supported and that should be recognized by City Planning.

[Our last presentation was regarding Building Forward LA](#), which is an effort to examine City codes and processes in order to determine what needs to be changed to encourage

more sustainable, creative and resilient building design. CCA members welcomed this conversation and encouraged the Mayor's office to also look for ways to retrofit existing buildings. Building Forward LA will hold a series of meetings until the end of June and then develop a set of recommendations. CCA will remain engaged in this conversation and will schedule a follow-up presentation to review the recommendations. CCA members are also encouraged to reach out directly to the Mayor's office with any ideas at buildingforward@lacity.org.

CCA thanks **Monica Vu and Tracy Chu**, Hazens; **Claire Bowin and Michelle Levy**, City Planning; and **Ashley Atkinson, Marissa Aho and Jeanalee Obergfell**, Office of Mayor Eric Garcetti, for their presentations and remarks.

L.A. Parking Policy Reform Conference at City Hall

The Council of Infill Builders hosted a conference in the Bradley Room of City Hall on May 16th, where they presented [a new report on parking reform in Los Angeles](#). CCA, along with academics,

business owners, developers, city and county staff, and many others looked at key barriers to reform in the city, including public opposition and a lack of data, in addition to solutions such as improved framing and communication, the use of pilot projects, better data, and finding more common ground between housing and transportation advocates. CCA is continuing to engage with City Planning on parking reform in Downtown and throughout L.A., and is targeting the currently underway DTLA 2040 community plan update process as an opportunity to make positive changes.

For more information, please contact CCA Director of Public Policy, [Shane Phillips](#).

CCA In Action

CCA testified at the Central Area Zoning Administrator's hearing on Wednesday to support City Market, a transformative mixed-use complex that will bring new homes, hotel rooms, jobs, and abundant open space to the Fashion District. Architecture firm and CCA member HansonLA is designing the project, and was on hand to present updated designs. After a presentation and public comment including supportive comments from CCA and Rena Leddy from the Fashion District

BID, city staff elected to keep the project on track and moving forward.

For more information, please contact CCA Director of Public Policy, [Shane Phillips](#).

CCA In Action

"I accept this award on behalf of all the talented staffs of Downtown News over the years, dedicated people who have had millions of words to say about Downtown," said Sue Laris. *Downtown News*, May 12, 2017. ["Downtown Leaders Get 'Treasures' Treatment."](#)

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CCA STRATEGIC PLAN

CCA is looking for a consultant to prepare a strategic plan. The intent of the strategic plan is to provide CCA with a road map to be the ultimate voice for the future of DTLA. To submit consultant recommendations please contact CCA Associate Director of Public Policy & Membership, Joanne Danganan, at jdanganan@ccala.org or (213) 416-7511.

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